

 1974
OLDS
OMEGA



OMEGA

It's a lot of little Oldsmobile. A compact
— but one that shows a lot of big-car thinking built in.
Yet it's priced lower than some smaller imports.



Illustrated here and on the front cover:
Omega Hatchback Coupe

Some of the equipment illustrated in this catalogue is optional at extra cost.

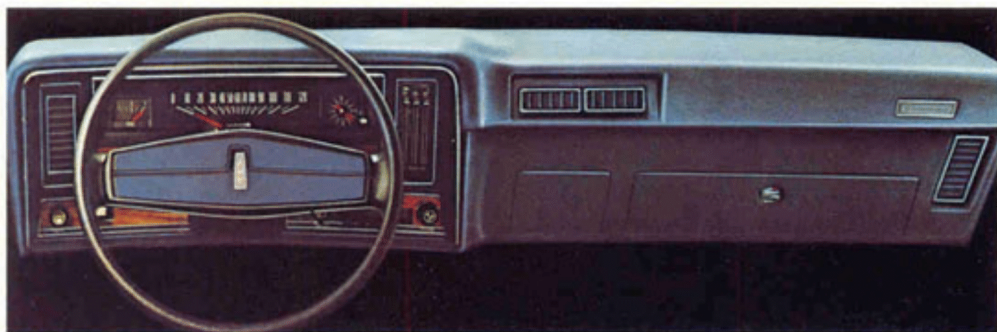
OMEGA



Omega is an Oldsmobile . . . in styling, comfort and engineering quality.
Omega — in three beautiful body styles: Hatchback Coupe (shown above), Coupe and Sedan.



Here you are, sports fans — contoured, solid-foam bucket seats you can order together with a sports console. Very smart, very comfortable in washable knit vinyl, wet-look vinyl trim, in black or saddle.



The soft-grip steering wheel is wrapped in vinyl, and feels good underhand. The instrument panel has a good-looking quality to it, too, right down to the wood-grain inlays. Air conditioning is available also.



OMEGA COUPE



OMEGA SEDAN

When Oldsmobile's big-car people give you a little car, you can be sure Omega isn't going to be just another compact.

It sure isn't. Omega is more than some of the other compacts. Its wheelbase is longer — the tread is wider, too. A 250-cubic-inch engine is under the hood. You can see the big-car thinking built in — and feel it, too. Because inside, it's surprisingly roomy and quiet.

Omega uses the same kinds of sound insulators put into big Oldsmobiles. And they're used generously.

It also gives you nice little touches you don't find everywhere. The standard interior features slick, wet-look vinyl trims. A soft-grip steering wheel. Cut-pile carpeting on the floor — and part-way up the doors on coupes. And a glove compartment, with a door and a lock.

Omega offers a 3-stage Turbo Hydramatic to go with its standard 250 Six, or the famous Olds Rocket V8 that's available. When equipped with the V8, automatic, and new GM-design steel-belted radial tires, Omega comes out a responsive and manoeuvrable road car — equally at home at highway speeds or exploring backcountry roads.

Add it up, and Omega is indeed a lot of little Oldsmobile. Small enough for tight budgets and parking spots — but in driving satisfactions, it doesn't feel small at all.

It's just about what you'd expect from Oldsmobile, isn't it?

NICE THINGS YOU CAN ADD TO YOUR OMEGA

Air Conditioning

Many people think of automotive air conditioning in the same terms as commercial air conditioning. They believe it is for use during only one season of the year, the summer, when it offers welcome relief and cool comfort while driving on hot humid days. That's because they're only aware of one quarter of the story. The facts are, automotive air conditioning provides as many equally comforting advantages in winter, spring and fall as it does in the summer.

Four-Season Air Conditioning

Is a manually-controlled air conditioning system that permits the driver to create an environment to suit his personal comfort at any time of the year. You set the controls so that the interior of the vehicle is heated . . . cooled . . . or a combination of both, to your preference. Four-Season Air Conditioning envelops occupants of the vehicle in a continuing supply of fresh, temperature-controlled, virtually water-washed and dried air, largely free of the pollens and dust that cause so many people much distress. It is a blessing in disguise for those with hay fever and related health problems.

With Four-Season Air Conditioning, you can drive with the windows fully-closed in a temperature and humidity controlled environment, free from the annoyance of wind, wind whistles, dust, driving rain and passing car's wintry, slushy splash.

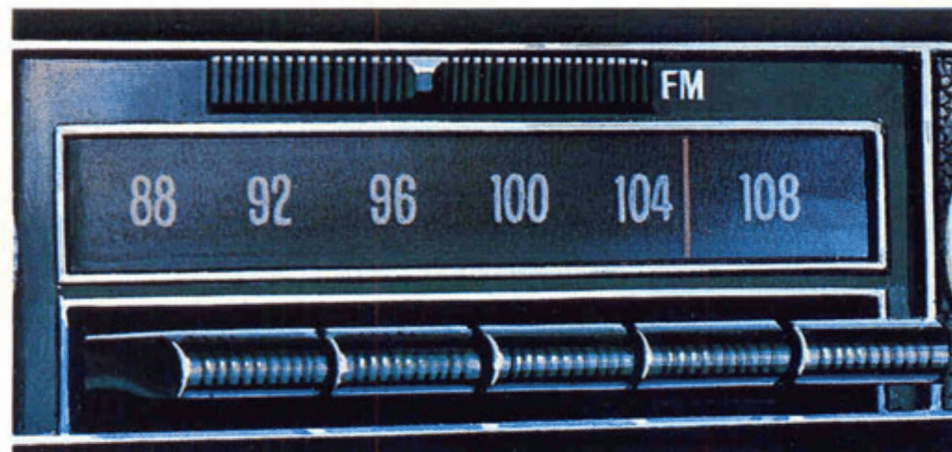
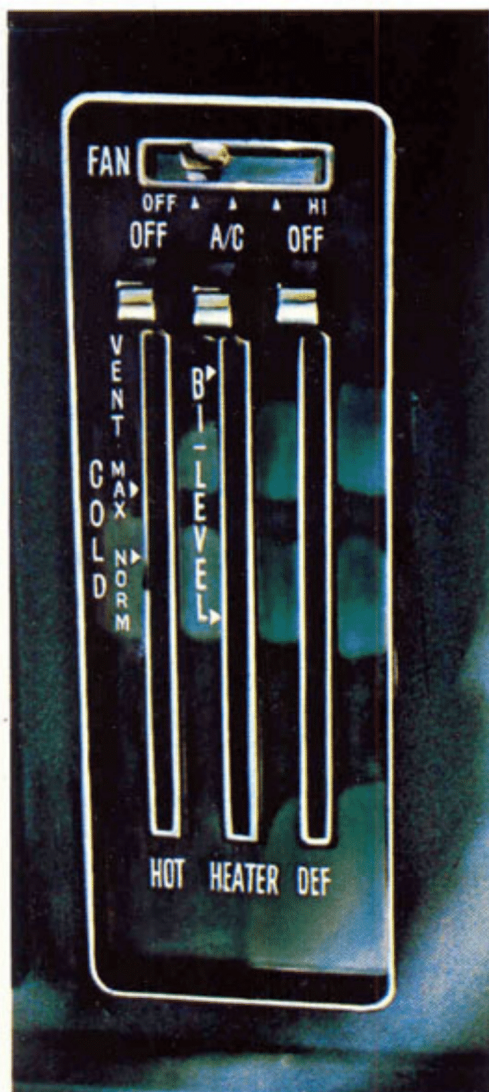
Heavy traffic noises are shut out so that you can carry on a conversation without straining or enjoy your favorite radio program.

In addition to providing circulation cool air during hot weather, Four-Season Air Conditioning provides warm air in cold weather and dehumidifies outside air in humid weather. Controls can be also set to de-fog or de-ice when such operations are required.

Four-Season Air Conditioning greatly increases driving comfort and pleasure during every season of the year. It also adds considerably to the resale value of the vehicle.

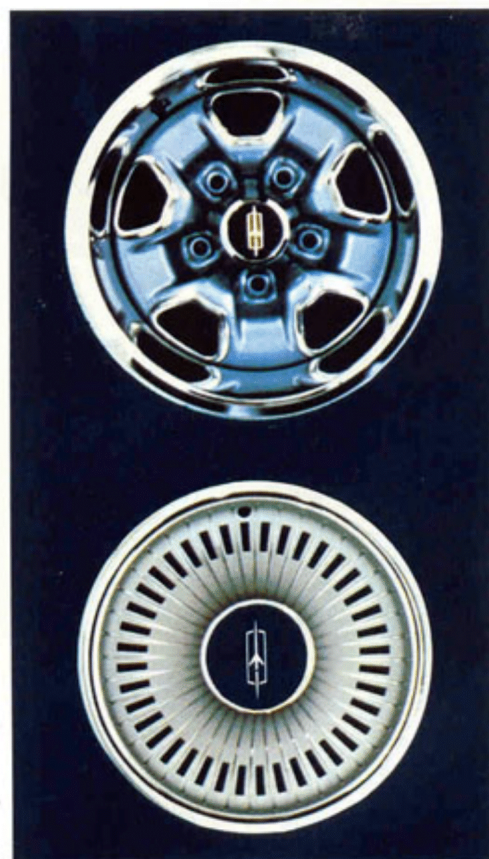
1974 OMEGA EXTERIOR COLORS

• Cameo White • Zodiac Blue • Eclipse Blue
• Reef Turquoise • Omega Lime • Cypress Green • Balsam Green • Colonial Cream
• Omega Maize • Omega Gold • Colonial Gold • Citation Bronze • Silver Taupe
• Cinnamon • Cranberry • Omega Red.



Radios

You have a choice of pushbutton radios — AM, AM/FM and AM/FM Stereo. The antenna is concealed in the windshield when you order a factory-installed radio.



Special Wheel and Wheel Discs

Shown at top—Super Stock III Wheels with body color accents and trim rings. Available when you order Power Disc Brakes. Bottom—Deluxe Wheel Discs.



Infant Love Seat

GM's Infant Love Seat (for babies under 20 pounds) provides scientifically designed comfort and protection. It buckles securely in place (rear-facing position) with the regular car seat belt. The inclined surface provides added support for the head and the back.



Child Love Seat

GM's Child Love Seat is for toddlers too small to use the regular seat belts for protection. More specifically, for children who weigh less than 40 pounds, and who are less than 40 inches tall. The scientifically contoured seat (front-facing position) raises the child up to see and ride comfortably; combines with the car's regular seat belt to provide protection.



Spice up your Omega with Super Stock III wheels, special suspension, sports mirrors, custom sport steering wheel and special decals—and you've ordered up Omega's own new S Package!



Want to go camping?

Olds dealers offer you this custom-fitted camper conversion tent and a roof rack to turn an Omega Hatchback into a home away from home. 27.3 cubic feet of cargo carrying capacity. So even when you're not camping, there is ample space for other things.

NICE THINGS THAT COME WITH EVERY OMEGA

Omega gives you what you may pay extra to get in other compacts.

Omega standard features include: 250-cubic-inch Six, single-barrel carburetor. Full synchromesh 3-speed manual-shift transmission. Flow-through ventilation. Vinyl-clad steering wheel. Grained inlays on doors and instrument panel. Cut-pile carpeting. New hydraulic bumper systems, front and rear. Chrome window and wheel-opening moldings. New combination seat/shoulder belts (self-storing) for driver and front-seat passenger. Space-saver spare tire (hatchback).

Specifications (Sedan/Coupe):
Wheelbase, 111 in. Length, 200.3 in.
Height, 53.9/52.5 in. Approximate curb weight 3391/3328 lbs.

OCCUPANT PROTECTION

Cargo Guard (Exc. Hatchback Coupe)
Energy-absorbing steering column
Energy-absorbing padded instrument panel
Folding seat-back latches (Coupes)
Two front seat head restraints or integral head supports
Fuel tank impact security
Glove box and console door latches for impact security
Padded front-seat-backrest tops
Padded sun visors

Passenger guard door locks with forward-mounted lock buttons
Safety armrests
Safety door latches and hinges
Safety steering wheel
Seat belts with pushbutton buckles for all passenger positions
Two front combination seat and shoulder belts for driver and right front passenger (with reminder light and buzzer and inertia reel)
Steel side guard beams in all doors
Thick laminate windshield

ACCIDENT PREVENTION

Improved bumper systems
Backup lights
Dual action safety hood latches
Dual master cylinder brake system with warning light
Four-way hazard warning flasher
Lane-change feature in directional-signal control
Outside rearview mirror, driver's side
Parking lamps illuminate with headlamps
Side-marker lights and reflectors
Starter safety switch
Wideview inside day/night mirror (vinyl-edged, shatter-resistant glass and deflecting support)
Windshield defrosters, washers and dual speed wipers

ANTI-THEFT

Anti-theft ignition key warning buzzer
Anti-theft steering column lock

ECOLOGY

A Controlled Combustion System, which alters the combustion process to help reduce exhaust pollutants.
A "hot-air" Induction System, to help provide faster engine warm-ups, eliminate carburetor icing, improve gasoline economy—as well as further reduce the exhaust emissions.
An Exhaust Gas Recirculation System to control peak combustion temperatures and reduce the formation of nitrogen oxide.
A Positive Crankcase Ventilation System which recycles crankcase vapors and fumes.
An Evaporative Control System to help eliminate fuel vapor emissions.
All 1974 Oldsmobile engines are equipped with advanced exhaust emission control systems, and are designed to operate efficiently on unleaded or low-lead fuels of at least 91 Research Octane. In addition to the lower exhaust emissions attainable, there are benefits in longer life for your spark plugs, exhaust system, and other engine components. If these unleaded, low-lead gasolines are not available, any leaded 91 Research Octane or higher regular grade fuel containing 0.5 grams, or less, of lead per gallon should be used.

SPECIFICATIONS

Body Styles		Coupe Hatchback Coupe Sedan
Engines	Standard Six Cyl. Optional V8s	250 2-bbl. 350 4-bbl. 350
Transmission	Standard Optional	3-Speed Manual Turbo Hydra-matic
Brakes	Front Dia. Rear Dia.	9.5 9.5
Turning Circle — Curb-to-Curb (ft.)		41.2
Energizer	Standard Six Cylinder Standard V8	45 Amp 61 Amp
Suspension:	Front Rear	Coil Multi-Leaf
Frame		Unitized Body with partial sub-frame
Wheelbase (ins.)		111.0
Overall Length (ins.)		200.3
Height (ins.)	Sedan	53.9
Width (ins.)		72.4
Curb Weight (lbs.)	V8 Sedan	3585
Tread (ins.)	Front Rear	59.8 59.6
Base Tire Size		E78 x 14
Wheel Size		14 x 5

Road Clearance (ins.)		4.9
Head Room (ins.)	Front Rear	39.5 37.3
Leg Room (ins.)	Front Rear	41.7 35.3
Hip Room (ins.)	Front Rear	55.9 54.9
Shoulder Room (ins.)	Front Rear	56.6 56.2
Fuel Tank Capacity (Imp. gals.)		17.5
Usable Luggage Space Est. (cu. ft.)	Coupes Sedan	14.6† 13.7
† Hatchback Coupe with rear seat down — 27.3		

ENGINES			
	Action-Line 250 Six	Rocket 350 V8 Opt. L32	Rocket 350 V8 Opt. L34
Displacement (cu.in.)	250	350	350
HP @ rpm (S.A.E. net)	100 @ 3600	160 @ 3800	180 @ 3800
Torque @ rpm (S.A.E. net)	175 @ 1800	275 @ 2400	275 @ 2800
Compression Ratio	8.25:1	8.5:1	8.5:1
Carburetion	1-bbl.	2-bbl.	4-bbl.
Fuel	Regular	Regular	Regular
Exhaust System	Single	Single	Single



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